

UNIVERSITY OF BALOCHISTAN QUETTA
MA / MSc (ANNUAL) EXAMINATION .2014.

- Attention:- 1- Possession & Use of mobiles & other electronic accessories are strictly prohibited .
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Subject:- **(MEDI AND JOURNALISM)**
Opinion Writing.

Paper:- **XI (Final)**

Time Allowed :- 3 Hours

Max : Marks : 100

Note :- Attempt any Five Questions in All But Question No. 1- in section –I is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

SECTION –I (OBJECTIVE PORTION 20 MARKS)

- Q.No.1 Write short answers of the 20 following Questions.
1. Editorialized commentary statement in a news story is called.
(a) Review (b) Puff (c) column (d) News
 2. The Highest point of interest in feature article is called.
(a) Anti-Climax (b) Intro (c) Feature Climax (d) Opinion
 3. In which newspaper Riaz Batalvi First feature story was published.
(a) Jang (b) Mashriq (c) Dawn (d) Balochistan Times
 4. Article 19 of the Universal Declaration of the Human Rights ensured.
(a) Freedom of workshop (b) Freedom of Choice (c) Freedom of Teaching (d) None of above.
 5. One on one interview is called.
(a) Intensive Interview (b) structure Interview (c) Both of above, (d) None of above.
 6. The column which is mixture of different subjects is called.
(a) Fudge column (b) Editorialized column (c) personal column (d) Hodge podge column
 7. Journalism is
(a) Increase sale of product (b) Amage building of an organization (c) Suppressing breaking News.
(d) Collecting, writing, editing, publishing News.
 8. Editorial may be called.
(a) Read lets (b) Policy news story (c) Conceptual article (d) Leading article.
 9. Check book Journalism is:
(a) Payment to news maker (b) Payment to Journalist. (c) Snatching the news story.
(d) Payment by cheque book.
 10. A report of performance by an artist is called.
(a) Humorous Column (b) Review (c) Article (d) Feature story.
 11. Circulation is:
(a) Number of pages in Newspaper (b) Number of column in News Paper.
(c) Number of copies of a Newspaper (d) Number of Headlines in Newspaper.
 12. Editorial of Column is:
(a) Place where columns are published (b) Place where feature are published. (c) Place Where Editorial and columns are published. (d) Place where Editorial and editorial notes are published
 13. Masthead is:
(a) Basic Information about Newspaper. (b) Basic Information about Editorial (c) Basic Information about Column (d) Basic Information about Editorial Page.
 14. Biographical Feature is.
(a) Feature Story on a late personality (b) Feature Story on a living personality (c) Both of these.
(d) None of these.
 15. Personality sketch feature is:
(a) Feature story on a late personality (b) Feature story on a living personality (c) Feature story on a high profile (d) Feature story on a low profile.
 16. Editorial always published under the masthead. True / False.
 17. Feature article is considered incomplete without pictures: True / False
 18. Column is byline witting True / False
 19. Thoughts expressed by words or action is called opinion: True / False
 20. _____ is considered the literacy cousin of essay : column / Editorial.
 21. In A.F.P what P stands for:
(a) Public (b) Press (c) Paper (d) Pakistan
 22. In R.S.F what S, stands for:
(a) Sans, (b) Sub (c) Sue, (d) Sew.

23. In Media credibility perspective (ABCD) what A stands for.
24. In I.S.B. N. What B stands for.
25. In Op.Ed page, what op stands for.

SECTION –II(SUBJECTIVE PORTION 80 MARKS) TIME ALLOWED 2:20
Attempt Two Question from Part – I and Two from Part – II

Part – I

- Q.No.2 Write an Editorial consisting on 500 words 20 on any none of following Topics.
(a) “Dharna” politics and possible political Scenario in Pakistan.
(b) Performance of provincial Government of Balochistan.
- Q.No.3 Write a humorous column of at least 450 words on any topic of your own choice.
- Q.No.4 Write a personality sketch feature article consisting on 500 words of your own choice.
- Q.No.5 Write a Review on your favorite Film.

Part – II

- Q.No.6 Editorial can inform readers, stimulate thinking, change Opinion, represent newspaper’s policy and occasionally move people to action. Do you agree or not . Argue.
- Q.No.7 How you differentiate a feature story from news story. Also discuss in detail the structure, common techniques and various stages for developing a good feature story.
- Q.No.8 What is column, explain the role of successful columnist in a democratic society, Also evaluate the current trend of column writing in Pakistan.
- Q.No.9 Write a short note on any tow of the following.
(a) Public Opinion and various components found in public opinion process.
(b) Role and Significance of public opinion in Islam.
(c) Definition, kinds and techniques of review writing.



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Subject:-

Media and Journalism
Radio and Television Journalism

Paper:-VIII(Final)

Time Allowed :- 3 Hours

Max : Marks : 100

Note :- Attempt any Five Questions in All But Question No. 1- in section --I is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

SECTION- 1

Time Allowed: 40 Minutes

Marks: 20

Attempt 20 Questions from the following

1. Who was David Surnoff?
2. Who invented radio?
3. What is Morse Code?
4. When BBC started?
5. How many radio stations are working under the umbrella of PBC?
6. When Cable network started in Pakistan?
7. What do you mean by Drone camera?
8. What does CCTV stand for?
9. When PBC Quetta was established?
10. Who is Aslam Azhar?
11. Define Bloomberg?
12. What is Promo?
13. Walk About is said to be as...
14. Define PTC?
15. Define As Live.
16. How many TV stations are working under the umbrella of PTV Corporation?
17. What is the difference between Feature and Documentary?
18. What is Sound Bite?
19. O.C stands for?
20. V.O stands for?
21. What is verification while writing a news story?
22. Write down the elements of news.
23. What type of language you should use while writing a news story?
24. Define Footage?
25. Which software is being used for radio editing?
26. Which software is being used for TV editing?
27. When satellite transmission started in the world?
28. When PTV became corporation?
29. How many radio stations were inherited when Pakistan came into being?
30. AIR stands for?

SECTION II (80 Marks)

Note: Attempt any four Questions

- Q. No. 2. Write down the development of the Radio Pakistan in detail.
- Q. No. 3. Write down the types of news in Electronic Media.
- Q. No. 4. Write a note on the salient features of PEMRA.
- Q. No. 5. Write down a 5 minutes running commentary on a football match of your University. You can assume the fictitious facts and figures.
- Q. No. 6. Make a news story on the weather updates in Quetta. Story must be of 25 seconds.
- Q. No. 7. Write a detailed note on Central News Organization in Islamabad.
- Q. No. 8. Make a 30 seconds TV news package on the inauguration ceremony of Campus Radio University of Balochistan Quetta. Include a Piece to Camera at the end.

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Time allowed - 3hrs

Max. Marks - 100

MEDIA & JOURNALISM

(Development Support Communication & Research Methods)

(XII Final)

ATTEMPT 5 QUESTIONS ALL QUESTIONS CARRY EQUAL MARKS. QUESTION NO.1 WHICH IS COMPULSORY, WHILE ATTEMPT 4 QUESTIONS FROM SECTION-2. TWO QUESTIONS FROM PART A AND TWO FROM PART B.

ATTEMPT 20 QUESTIONS OUT OF 30. ALL QUESTIONS CARRY EQUAL MARKS.

1. Define mean
2. Define development Communication
3. What is alternative hypothesis
4. What is ex-post facto research?
5. Difference between chi-square & t-test
6. What are the major steps in scientific research?
7. Objectives of media research
8. Importance of data reduction
9. Importance of synopsis
10. Data analysis
11. Difference between reference & citation
12. Communication campaigns
13. What is deductive approach?
14. Characteristics of innovation
15. UNESCO stands for
16. Define development cycle
17. What is Social Sector?
18. Four P's of Communication
19. What is vertical Communication?
20. What is participatory approach?
21. Themes of Development Journalism
22. Strategies of communication for Development
23. Layers of community
24. Any five major social issues of Baluchistan
25. Tools of data collection
26. NRO stands for
27. I.C.E stands for
28. Importance of formative evaluation in campaigns
29. Advocacy Vs Citizen Journalism
30. Difference between construct and concept

SECTION-2 PART-A (ATTEMPT 2 QUESTIONS)

- Q.1. Write an essay on the importance of literature review in Mass Media Research.
- Q.2. what are the major steps involved in conducting Quantitative Research.
- Q.3. what are the advantages and disadvantages of content analysis.
- Q.4. Narrate the qualities of a good questionnaire.

SECTION-3 PART-B (ATTEMPT 2 QUESTIONS)

- Q.1. Define Development and elaborate the characteristics vital for Development Support Communication.
- Q.2. Define in detail the supporting role of communication in the development
- Q.3. what are the major hurdles in the process of the development?
- Q.4. write an essay stressing the need of developmental activities to uplift the social sector in Baluchistan?

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Subject: Media & Journalism Paper: XII (Magazine Production)

Time Allowed :- 3 Hours

Max : Marks : 50

Note :- Attempt any Five Questions in All But Question No. 1- in section –I is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

Section I (Attempt any 10)

- 1-Who is a freelancer?
- 2- Name any two international English weeklies?
- 3- Why pull quotes are important?
- 4- What is newsprint?
- 5- What is the periodicity of the National Geographic Society Magazine?
- 6- Why content page is given in any publication?
- 7- What do you mean by the term barkers?
- 8- Why subscription card is attached to a magazine?
- 9- Name any two software used for magazine making.
- 10-What is barcode?
- 11- What is single copy sale?
- 12- Typography is the study of?
- 13- Four color printing process is also known as...
- 14- What is gatefold?
- 15- Name the three types of planning carried out by the editorial board.

Section II (Attempt any four questions)

- Q No 1:What are the main sources of revenue for a special interest monthly magazine?
- Q-No 2: In your opinion, how the desktop publishing revolutionized the magazine industry?
- Q-No 3: What is an editorial board and what tasks they carry out?
- Q-No 4: Draw an organogram of a national level English weekly magazine.
- Q-No:5 Why equal importance is given to Layout of a publication as its contents?
- Q:No 6: Write short notes on any two of the following.
- 1- RGB and CMYK.
 - 2- Typography.
 - 3- Subscription.
 - 4- Editorial.

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Subject	Media and Journalism	MAX TIME ALLOWED	3 hours
Paper II	Mass Media in Balochistan	MAX MARKS	100

Note: Attempt five Questions all. Question No.1 from Section-A is compulsory and carries 20 Marks. Time for Q.No.1 is forty minutes. Attempt any four questions from Section-B carry 20 marks each.

SECTION -I (OBJECTIVE PORTION 20 MARKS)

Question No.1

- 1 When Yousaf Aziz Magsi passed away 1935, 1946, 1952?
- 2 In which year Ulus Balochi was started?
- 3 What mean by DPR?
- 4 Who is the Editor in chief of Balochistan Times after death of Fasih Iqbal?
- 5 Who was the first Editor of Ulus Pashto (Farooq Shah, Amir Usman, Abid Shah Abid)
- 6 BPO stands for what?
- 7 Who was the owner of Aziz Electric Press?
- 8 Who was the First Editor of Sarban Mastung.
- 9 Who is the first Editor of newspaper Chang (Wahab Hamdum, Nadeem Qalandrani, Farooq Shah)
- 10 Who is the Editor of Gawadar Times (Haleem Sadiq, Saleem Sadiq, Nadeem Sadiq)
- 11 Who was the first Editor of Nawai Watan? (Ghulam Mohd Shahwani, Malik Muhammad Pana, Abdullah Jan Jamaldini)
- 12 Write down name of a newspaper edited by Sultan Muhammad Sabir?
- 13 Who was the Station Director of Radio Pakistan in 1980?
- 14 Who was the first Editor of Monthly "Balochi " Karachi
- 15 When Elum newspaper started publishing (1960, 1964, 1970)
- 16 Who was the First Editor of Ewad Pashto?
- 17 Who was the first full time DGPR of Balochistan?
- 18 In journalistic language what mean by a Katib?
- 19 Who was the first Chairperson of Mass Communication Department in UoB?
- 20 Who is the author of book "Sahafat wadi-e-Bolan main"

SECTION -II (SUBJECTIVE PORTION 80 MARKS) TIME ALLOWED 2:30

Attempt any Four (04) questions.

- Q.No. 1 Write down a detailed note on Second Phase of Journalism in Balochistan?
- Q. No.2 Write down a note on services of Abdul Samad Khan Achakzai for promotion of Pashto language and journalism?
- Q. No.3 What mean by "HAAL o AHWAL" in Balochi and Brahui languages describe in detail?
- Q. No.4 Explain services of one of the following for promotion of Journalism in Balochistan:- 1) Abdul Rehman Kurd 2) Muhammad Aslam Achakzai 3) Malik Muhammad Pana.
- Q. No.5 Write down a detailed note on services of Radio Pakistan in promoting regional languages in Balochistan?
- Q. No.6 Write down a note on services of Fasih Iqbal for promotion of Journalism in Balochistan?
- Q. No.7 Write down a note on services of one of the following
1) Barkat Ali Azad 2) Abdullah jan Jamaldini 3) Abdul Baqi Durkhani.

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- Subject Media and Journalism Paper 1X
Advertising and Public Relations

Time allowed: Three hours

Maximum marks: 100

Attempt any five questions. Question No 1 in Section A is compulsory and time allocated to solve it is 40 minutes, after expiry of time paper be handed over to examiner.

SECTION A (20 marks)

Attempt any 20 questions, all question carry equal marks:

1. Direct headline.
2. Who prepared declaration of principles for newspapers.
3. What are Mopies.
4. Which committee was formed to win support of masses during World War.
5. Define bridge banner.
6. Who issues a Press note.
7. 4 Ps' stand for.
8. What is a curtain raiser.
9. Define caplum slogan.
10. PR starts from home , do you agree.
11. What is image creation.
12. Popular mode of communication in ancient Iraq was through.
13. Brand name.
14. What do you understand by term annual report.
15. Define push and pull strategy.
16. Should a PRO conceal facts.
17. Indicate any five objectives in advertising
18. What DPRB stands for.
19. Vehicle branding is a popular mode of communication.
20. Simple invitation to media is also a source of coverage, do you agree.
21. Define publicity.
22. What is Press communiqué.
23. What do you mean by transit poster.
24. What is a backgrounder.
25. PEMRA stands for.
26. Objectives of PR.
27. What do you mean by branded shelves.
28. What is dangler.
29. Importance of Press conference.
30. What is talent release.

SECTION -II (SUBJECTIVE PORTION 80 MARKS) TIME ALLOWED 2:20
Attempt any Four (04) questions.

- Q.2. Define importance of concept in copy writing in advertising, discuss in detail?.
- Q.3. In this modern day world role of Public Relations Officer is more challenging, discuss in detail what strategies he/she needs to adopt to get maximum coverage in both print and electronic media?
- Q. 4. Four types of headline are used in advertising-do you agree, discuss with arguments.?
- Q.5. Public relations is evident since long time, discuss in details what kinds of strategies were adopted in ancient Iraq and till date ?
- Q 6. How many types of slogans are used in advertising process, define in detail?.
- Q.7. Prepare a detailed Press release issued to the media on inauguration of 100 bed hospital in Hazargangi by Governor of Balochistan?.
- Q. 8. Write short notes any two of the following:
- (A) Trade mark (B) Hand outs (C) Balance layout (D) Difference between PR and advertising.

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Subject: Media & Journalism

Paper: Print Media in Pakistan (V)

Time: 3 HOURS

MARKS: 100

PART A

Q NO 1: Attempt 20 Questions from the following . All questions carry equal Marks. Time for the Q NO 1 is 40 Mints only.

1. When did press started in subcontinent and name the city from where it is started.
2. Who was the author of Consideration of Indian Affairs book?
3. When local press started in sub continent and in which language it was started?
4. Who was Dr. Ram Mohan Rai?
5. Name the second newspaper of Urdu Language in Sub Continent.
6. When was Muslim press started in sub Continent and name the journalist who started it.
7. Name the two newspapers published in support of East India Company.
8. What was Tehreek.i. Tarkay Mawalaat was all about.
9. Name the eminent politicians of Hindustan who were involve in Khilafat Movement.
10. Name the three important contributions of Sir Syed Ahmed Khan.
11. Maulana Zafar Ali Khan was known for what?
12. When press rules and regulations were introduced in sub continent and why?
13. When first press ordinance was introduced in subcontinent?
14. Name the three newspapers contributed in Pakistan freedom movement.
15. Dawn newspaper was founded by?
16. When press laws were introduced in Pakistan and name the first press ordinance of Pakistan.
17. EBDO stands for?
18. Abbreviate NPT and why was it introduced?
19. Abbreviate BD and why was it introduced?
20. Which article of the 1973 constitution preserves the right of freedom of expression.
21. Who were involve in cancellation of PPO.
22. Name the resident editor of Daily Jang Quetta.
23. Name the current press law for newspapers and magazines in Pakistan.
24. What do you know about freedom of information ordinance.
25. What were the functions defined in PEMRA 2002 ordinance.
26. Define the two types of defamation.
27. Define at least three forms of contempt of court.
28. Define press advice system.
29. The press in chain book was written by?
30. What do you know about wage board?

PART B.

Note: Attempt four questions from the following. Time for this portion is 2 Hours 20 minutes only.

Q NO 2. Write down in detail about the services rendered by Maulana Mohammad Ali Johar through his journalistic carrier for Muslims of Sub Continent.

Q NO 3. Write down in detail about the history and development of press laws in Sub Continent.

QNO 4. Write the role play by Jang and Nawai Wakt in Pakistan Movement.

Q NO 5. Write down the salient features of RPPO.

Q NO 6. Do you think press can survive in presence of vibrant electronic media in Pakistan. Discuss with arguments.

Q NO 7. Compare the role of press/ media in dictator reign of Ayub Khan, Zia Ul Haq with the democratic setup of Yousaf Raza Gillani and Nawaz Sharif.

Q NO 8. Write down in detail about Press, Newspapers, News Agencies and Books registration ordinance 2002.

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Subject: Media & Journalism Paper: VI (Rewriting & Subediting)

Note :- Attempt any Five Questions in All But Question No. 1- in section –I is compulsory and the time for Section- I is only 40 Minutes. After Expiry of the Time paper should be handed over to the supervisory staff.

Total Marks 100

Time allowed 3 hours

Q No 1: Attempt 20 questions from the following.

1. Who is a sub editor.
2. What are the two important responsibilities of a sub editor.
3. What is a manuscript.
4. Abbreviate ABC.
5. What do you understand by Subbing.
6. Define prime time.
7. How do you define newspaper.
8. What is blind folio.
9. Define ear panel.
10. Define the term Embargo.
11. Orient organization is known for ?
12. Name the different sections of newspaper setup.
13. Explain the function of the syndicate.
14. Name the different pages of newspapers in general.
15. How would you explain Masthead.
16. Differentiate between upper fold and lower fold.
17. What is editorial?
18. Define law of libel.
19. Name the different forms of defamation.

20. What do you understand by off the record.
21. Name the current press law for newspapers and magazines.
22. Define the hot news and soft news.
23. Do you know what print line is?
24. Define running story.
25. What is cheque book journalism?
26. What do you understand by the term kill?
27. Define jump line.
28. Abbreviate DGPR.
29. Abbreviate ISPR.
30. Do you know who hawker is?

Section II

Note: Attempt four questions from the following

- Q NO 2. Write down the qualities and responsibilities of a sub-editor in detail.
- Q NO 3. Write down in detail about the pyramid, inverted pyramid and modified pyramid style of news writing.
- Q NO 4. Write down on a newspaper organization and define its different sections in detail.
- Q NO 5. Write a critical note on journalism in Balochistan.
- Q NO 6. What are the ingredients of a good news story and explain news values.
- Q NO 7. What is the importance of a translator in newspaper setup and briefly explain the significant points to be in mind while translating a news content.
- Q NO 8. Write down an ideal code of ethics for journalists in Balochistan in particular.
- Q NO 9. Discuss the importance of layout and pictures in the newspaper.

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SUBJECT: MEDIA & JOURNALISM

Maximum Marks: 100

Paper-VII (Previous) Reporting
Time Allowed: 3 Hours

Note: Attempt Five Questions in all. Question No.01 is compulsory. Time for question No.01 is 40 minutes after which the answer book should be handed over to the examiner. All questions carry equal marks.

Q. No.1 Define the any 10 of the following:-

- | | | |
|---------------------------|-----------------|-----------------|
| i. Inverted Pyramid | ii. Credit Line | iii. Press Note |
| iv. Dummy | v. Objectivity | vi. IRNA |
| vii. Attribution of facts | viii. Kicker | ix. Nameplate |
| x. Balance in news story | xi. Reuters | xii. MENA |
| xiii. APP | xiv. Deadline | xv. Dummy |

Q. No.02 Explain with examples Sources of information for news

Q.No.03 Define the News and also describes it classification and elements.

Q.No.04 Explain the News writing Techniques in detail.

Q.No.05 Write a note on the 5Ws and 1H of a news story.

Q.No.06 Write a brief note on National News agencies of Pakistan.

Q.No.07 Explain the Reporting Skills of a good Reporter.

Q.No.08 What a News Conference? How is it converted by the Reporter?

Q.No.09 Explain various steps involved in writing a news story.

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UNIVERSITY OF BALUCHISTAN, QUETTA

M.A/MSc ANNUAL EXAMINATION 2014

Subject: Media and Journalism

MAX. TIME ALLOWED: 2 HOURS

Paper:1 (FUNCTIONAL ENGLISH)

MAX.MARKS:50

(Prep)

NOTE: Attempt all the questions. Time for question **No 1 is only 25 minutes**. After 25 minutes the paper for said question should be handed over to supervisory staff.

Q.No.1 (a) Fill in the blanks using the correct preposition. (5)

- We are trying to work out an agreement _____ them. (With/for/to)
- Our income is sufficient _____ the family. (To/about/for)
- Insert this key _____ the lock. (Between/through/into)
- Divide this amount _____ the two boys. (Between/among/by)
- The doctor came _____ his death. (By/through/after)

(b) Correct the following. (10 Marks)

- She go to school.
- There is no water between the tank.
- We have been not playing since morning.
- Did she went to school?
- They arrive on the station

(c) Do as directed. (10 Marks)

- He has cheated her. (Passive Voice)
- She has written a story. (Passive Voice)
- He had finished his work. (Passive Voice)
- Alina will write a letter. (Passive Voice)
- They invited us. (Passive Voice)

Q. No. 2: Write an essay of 250 words, on any one of the following. (10 Marks)

- Co-education
- The role of women in society
- The role of education in developing countries

Q. No. 3: write a paragraph on any of the following (5 Marks)

- The importance of education
- Poverty
- The choice of a career

Q. No. 4: Write a cover letter for position of reporter in local news channel.(10 Marks)

Or

Read the passage and answer the following questions given below.(10 Marks)

Sometimes we speak of the coal as "Black Diamond" and in this way refers to its as precious stone. it is indeed the most precious stone of all stones. You may be surprised to learn that the greatness of Britain is due to above all thing is her vast supply if coal. But for our coal we could have never become a great manufacturing Nation. Try to think of what we owe to coal. All our homes, industries are dependent on it. And nearly the whole of our foreign trade as well. Most of our ships are driven by steam, which is produced by burning coal and their outward cargoes largely consist of same minerals. Every year in time of peace we raise vast quantities of coal and we send aboard more than one ton in every five. Nearly one quarter of all the coalmines in the world comes from British pits.

- Why the coal called as "Black Diamond"?
- What role does coal play in making British/Britain a prosperous country?
- What does Britain owe much of her greatness to coal?
- Assign a suitable title to the passage?

یونیورسٹی آف بلوچستان، کوئٹہ۔

ایم اے / ایم ایس سی (سالانہ امتحان ۲۰۱۳)

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III (Prev) پچھ

Media & Journalism

مشورہ

Functional Urdu.

کل نمبر 50

وقت دو گھنٹے۔

نوٹ: کل پانچ سوالات کے جوابات مطلوب ہیں۔ پہلا سوال لازمی ہے۔ ۲۰ منٹ ہیں۔ ۲۰ منٹ کے بعد جوابی کاپی مٹھن کے حوالے کر دیں۔

Section - I (Objective Portion) 10 Marks

سوال نمبر ۱۔ مندرجہ ذیل میں سے (۱۰) سوالوں کے مختصر جواب تحریر کریں۔

۱۔ نئی سدا سگھ نے کون سا اخبار شائع کیا؟

۲۔ "جام جہاں نما" کب شائع کیا گیا؟

۳۔ "اردو مٹھی" کس نے جاری کیا؟

۴۔ کاکس زبان کا لفظ ہے؟

۵۔ "فیروز المذاہق" کے مرتب کا نام لکھئے۔

۶۔ "فرہنگ آصفیہ" کے مرتب کا نام لکھئے۔

۷۔ زبان کی پانچ اقسام لکھئے؟

۸۔ سلامت سے کیا مراد ہے؟

۹۔ مترجم کا تعین کیا ہے؟

۱۰۔ صحافتی ترجمے کا بنیادی اصول کیا ہے؟

Section - II (Subjective Portion) 20 Marks

کوئی سے چار سوال حل کریں۔ ہر سوال کے نمبر مساوی ہیں۔

سوال نمبر ۱۔ میر یوسف مزید گہمی کی صحافتی خدمات پر تفصیل سے لکھئے۔

سوال نمبر ۲۔ معاشرتی زندگی میں اردو زبان و صحافت، انگریزی زبان و صحافت سے اہم ہے تھیں ہی جائزہ لکھیں۔

سوال نمبر ۳۔ کیا سیاست ادب اور سائنس کی نئی اصطلاحات کو اردو اخبارات میں درست مفہوم کے ساتھ ترجمہ کیا جا رہا ہے۔ مثالوں کے ساتھ بحث لکھئے؟

سوال نمبر ۴۔ صحافت کے بنیادی لوازمات کیا ہیں؟

سوال نمبر ۵۔ بلوچستان میں صحافت کو درپیش مشکلات کی نشاندہی کرنا صحافتی مسائل پیش کیجئے؟

سوال نمبر ۶۔ درج ذیل انگریزی خبر کو اردو ترجمہ لکھئے۔

KARACHI: Sectarianism within the world of Islam has moved beyond religious arguments and is now about the balance and distribution of power. Whether in Pakistan or the Arab world, there can be no solution to sectarian problems unless a pluralist conception of society is promoted.

These views were expressed here on Saturday by acclaimed scholar and author Dr. Wali Reza Nase, dean of the School of Advanced International Studies at Johns Hopkins University, United States. He was speaking at the Yehsin Distinguished Lecture on "The growing role of sectarianism in Muslim politics globally and in Pakistan", organized by Habib University.

Dr. Nase said sectarianism was the single most important dynamic in the Muslim world and "the Middle East is the epicentre of the Muslim world". He added that in many ways Islamisation had its roots in South Asia, citing the influence of Moulana Abul Ala Maududi.

He said sectarianism was a "political, historical, strategic and religious problem with a 1,400 history". Discussing the linkages between political Islamism and sectarianism, he said that when there is talk of Islamism, questions emerge about "whose Sharia and whose Islamic law" is to be implemented by the state.

UNIVERSITY OF BALOCHISTAN QUETTA
MA / MSc (ANNUAL) EXAMINATION .2014.

- Attention:-
- 1- Possession & Use of mobiles & other electronic accessories are strictly prohibited .
If any one possess / uses , his /her case will be sent to unfair means committee.
 - 2- If any candidate show / Marks his / her identity in the answer book , he / she will be disqualified for the said paper .

SUBJECT: Media and Journalism Paper: IV (Pre)

Time Allowed: 3 Hours.

Theories of Mass Communication

Max: Marks: 100

Note: Attempt any five questions in all. Question No. 1 is compulsory.

SECTION- I

Time Allowed: 40 Minutes

Marks: 20

Q. No. 1 Write short answers of any Ten of the following.

- 1). Define Theory.
- 2). Explain 7Cs in Mass Communication.
- 3). What is Source?
- 4). What is Message?
- 5). what are short term deliberate media effects?
- 6). Define Black Propaganda.
- 7). Write the different press systems in the world.
- 8). Explain Decoding and Encoding.
- 9). What are the Psychological Hurdles in Communication?
- 10). Who is Marshal Mc Luhan?
- 11). What is White Propaganda?
- 12). Watch Dog is a term used for whom?
- 13). Define Intrapersonal Communication.
- 14). Who is Macquill?
- 15). SMCR Model stands for what?
- 16). Make a short comparison between communication and Mass Communication.
- 17). How can traditional and folk media prove to be a useful medium of Communication?
- 18). Define Oral Communication.
- 20). What are the Elements of Communication?

SECTION - II

Note: - Attempt any FOUR Questions. All Questions carry equal marks.

Time Allowed: - 2H:20 M

Marks:- 80

Q. No. 2. Discuss the Authoritarian Theory in detail.

Q. No. 3. Discuss the concepts of The Soviet Communist Theory.

Q. No. 4. Discuss the Magic Bullet Theory in detail.

Q. No. 5. Describe the David Berlo's Model of communication.

Q. No. 6. Elucidate the hurdles of communication in detail.

Q. No. 7. Write down the short notes on the given topics. (Any Two)

- a. Cultivation Theory
- b. Typology of Media Effects
- c. Components of Theory